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(54) Multimedia bidirectional broadcast system.

(57) A multimedia bidirectional broadcast system including a broadcast station (115) and subscriber terminals (116). The broadcast station (115) includes a main control unit (106) having therein a data base control table (134) in which program and commercial down load sequences are recorded depending on a setting effected by a subscriber, a motion picture program data base (102), a commercial data base (131), a program transmitter (103) for effecting accesses and transmissions of transmission programs onto transmission lines based on the setting of the main control unit (106), a commercial transmitter (132) for accessing the commercial data base (131) and for transmitting content thereof based on the setting of the main control unit (106), an image encoder (107) for achieving a bandwidth compression on a video signal, a cell assembler (108) for processing data to be transmitted onto a broadband transmission line so as to generate a cell of the data, and an asynchronous transfer mode exchange (109) for delivering the cell to a subscriber system (116) associated therewith. Each of the subscriber systems (116) includes a network terminal (111), a terminal control unit (113), a decoder (112) to decode the compressed video signal, and a television monitor (114).

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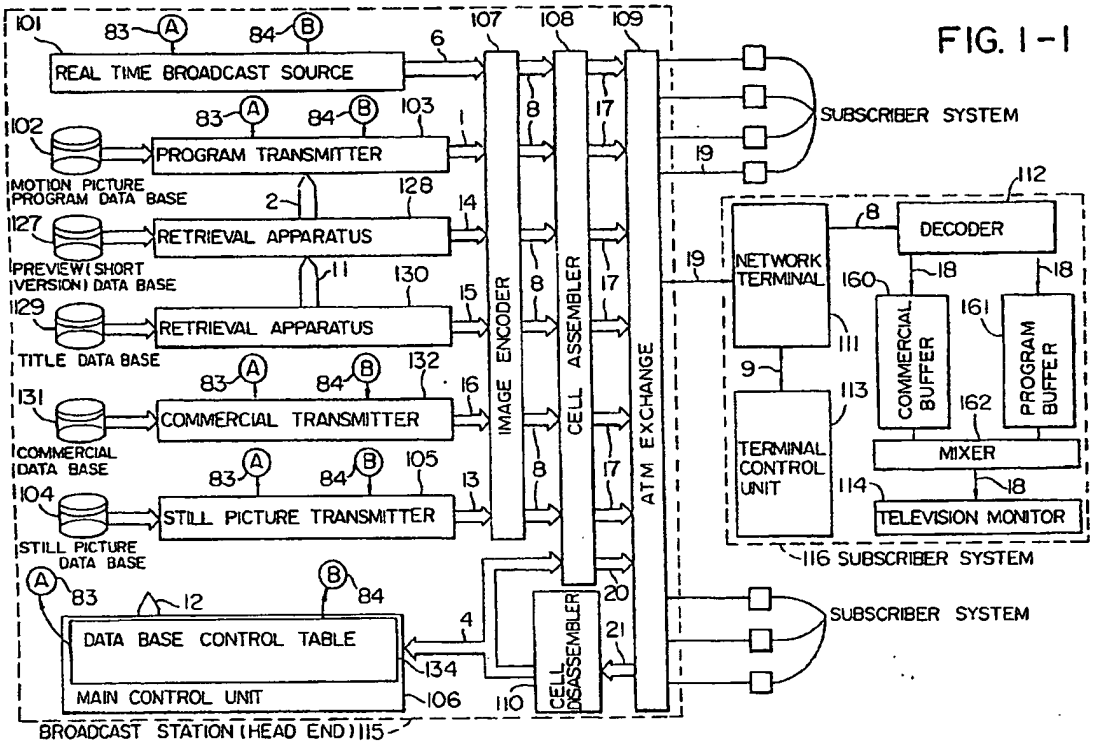
101
83
A
84
B
6
107
108
109
REAL TIME BROADCAST SOURCE
SUBSCRIBER SYSTEM
102
103
1
8
17
19
PROGRAM TRANSMITTER
MOTION PICTURE PROGRAM DATA BASE
2
128
14
127
RETRIEVAL APPARATUS
PREVIEW (SHORT VERSION) DATA BASE
11
130
15
129
RETRIEVAL APPARATUS
TITLE DATA BASE
IMAGE ENCODER
CELL ASSEMBLER
ATM EXCHANGE
132
16
131
COMMERCIAL TRANSMITTER
COMMERCIAL DATA BASE
105
13
104
STILL PICTURE TRANSMITTER
STILL PICTURE DATA BASE
12
4
DATA BASE CONTROL TABLE
134
MAIN CONTROL UNIT
106
110
CELL DISASSEMBLER
20
21
SUBSCRIBER SYSTEM
BROADCAST STATION (HEAD END) 115
112
NETWORK TERMINAL
111
DECODER
160
COMMERCIAL BUFFER
161
PROGRAM BUFFER
162
MIXER
TERMINAL CONTROL UNIT
113
114
TELEVISION MONITOR
116 SUBSCRIBER SYSTEM

FIG. 1-1

European Patent Office

EUROPEAN SEARCH REPORT

Application Number

EP 89 11 5118

DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int. Cl.5)
A	DE-A-2 550 624 (SIEMENS AG) * page 3, lines 13 - 28; claim 1; figures * * page 7, line 7 - page 8, line 16 *	1,5	H 04 N 7/173
P,A	GB-A-2 207 838 (TELEACTION CORP) * page 1, line 12 - page 2, line 25 * * page 6, line 15 - page 7, line 4 * * abstract; figure *	1,16	
P,A	GB-A-2 209 082 (HASHIMOTO CORP) * page 1, line 22 - page 2, line 23 * * abstract; figures 1-2 *	1,16	
A	IEEE JOURNAL ON SELECTED AREAS IN COMMUNICATION. vol. SAC-4, no. 4, July 1986, NEW YORK US pages 429 - 437; Heinrich Armbrüster: "Applications of future broad-band services in the office and home" * the whole document *	1,15	

TECHNICAL FIELDS SEARCHED (Int. Cl.5)

H 04 N
G 09 F
H 04 Q

The present search report has been drawn up for all claims

Place of search	Date of completion of search	Examiner
The Hague	26 April 91	ISA S.

CATEGORY OF CITED DOCUMENTS

X: particularly relevant if taken alone
Y: particularly relevant if combined with another document of the same category
A: technological background
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P: intermediate document
T: theory or principle underlying the invention

E: earlier patent document, but published on, or after the filing date
D: document cited in the application
L: document cited for other reasons

&: member of the same patent family, corresponding document